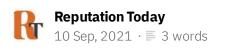


Weekly Newsletter 213





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Research is not only the first step but also a vital one before one starts putting together a campaign idea. It is one of the key steps to achieve the desired goal through a campaign or communication programme. - Meenakshi Gambhir



What does it take to design a successful PR campaign

"Publicity is absolutely critical. A good PR story is infinitely more effective than a front page ad" – Richard...

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Given the current scenario of dominance of social media and convergence, journalism training requires a serious relook. Media houses, media schools and universities play an important part in this social transformation. - Prof (Dr) Mahul Brahma

Evolution of media studies in the age of platform-agnostic convergent journalism

While the economy is becoming more and more dependent on platforms, media or journalism, on the other...

reputationtoday.in



How to target the pitch?

Media relations being one of the most important parts of our profession today, is equally intriguing and...

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My favorite teacher came calling

As I entered the dark alley around the corner, I could hear footsteps behind me. Too close, they were too close, I...

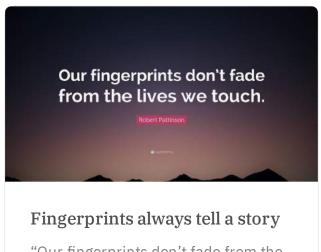
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Will the Mumbai Climate Action Plan save the city?

Last week, Mumbai launched a climate action plan. One of the biggest cities from India and even South Asi...

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"Our fingerprints don't fade from the lives we touch"...a quote I found on Facebook circa September 2012, wa...

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Of Barack Obama, LSD and Internal Communications

(Let me start with a disclaimer. The LSD in the title of this piece is not what you are assumingJ.) The finest...



"I think the greatest communication challenge for leaders today is building visibility and authenticity in a largely invisible world, and preserving the integrity of an organisation's culture." - Melissa Arulappan

Straight Talk with Melissa Arulappan

Melissa Arulappan, Head, Corporate Communications, IQVIA India speaks to Sameera Fernandes about her...

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Atul Ahluwalia in conversation with Amith Prabhu #CommSPEAK

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